

Comparison to Regular Brand

Northwind Green

| | <u>Total</u> | <u>Sex</u> | | <u>Age</u> | | <u>Race</u> | |
|--------------------------------|--------------|------------|------------|--------------|------------|-------------|------------|
| | | <u>M</u> | <u>F</u> | <u>18-34</u> | <u>35+</u> | <u>W</u> | <u>B</u> |
| <u>N.</u> | <u>402</u> | <u>168</u> | <u>234</u> | <u>222</u> | <u>180</u> | <u>309</u> | <u>93</u> |
| | <u>2</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> |
| <u>Better than</u> | <u>24</u> | <u>26</u> | <u>23</u> | <u>24</u> | <u>24</u> | <u>22</u> | <u>30</u> |
| Much better than regular brand | 11 | 9 | 13 | 10 | 13 | 10 | 16 |
| Slightly better | 13 | 17 | 10 | 14 | 11 | 12 | 14 |
| <u>About the same</u> | <u>30</u> | <u>32</u> | <u>29</u> | <u>28</u> | <u>34</u> | <u>30</u> | <u>32</u> |
| <u>Worse than</u> | <u>45</u> | <u>42</u> | <u>47</u> | <u>48</u> | <u>41</u> | <u>47</u> | <u>38</u> |
| Slightly poorer | 31 | 30 | 32 | 34 | 27 | 33 | 23 |
| Much worse than regular brand | 14 | 12 | 16 | 14 | 14 | 14 | 15 |
| <u>I don't know</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>—</u> |
| <u>Average</u> | <u>2.8</u> | <u>2.8</u> | <u>2.7</u> | <u>2.7</u> | <u>2.8</u> | <u>2.7</u> | <u>2.9</u> |

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